

FOR MERCHANTS, TOO

Nationally Known Experts in Merchandising Will Give Instruction During Journalism Week

Lectures and discussions of unusual interest to retail merchants have been included this year in the program of Journalism Week at the University of Missouri, May 1 to 5.

One entire day's program, Wednesday, May 3, will be devoted to various phases of merchandising. Among the speakers that day will be S. C. Dobbs, vice president of the Coca-Cola Company, Atlanta, Ga.; A. W. Douglas, vice president of the Simmons Hardware Company of St. Louis, W. C. D'Arcy, president of the D'Arcy Advertising Agency of St. Louis; A. I. Boreman, business manager of the Merchants' Trade Journal, Des Moines, Iowa; Charles E. Hatfield, director of the convention bureau of the Business Men's League of St. Louis; Isadore Barth of Columbia, president of the Missouri Retail Clothiers' Association; Lucien Harris, manager of publicity of the Frisco Railroad; J. R. Moorehead, Kansas City secretary, Southwestern Lumbermen's Association; L. E. Holland, Kansas City, Ad Club; A. W. McKeand, city promotion expert, Indianapolis, Ind.

The Associated Advertising Clubs of Missouri will meet in Columbia on Wednesday and an invitation has been issued by this organization to retail-merchants in every town in Missouri to attend the session. This meeting will be addressed by an officer of the Associated Advertising Clubs of the World, with which the Missouri organization is affiliated. A. C. McGinty of Neosho, Mo., is president of the Missouri clubs. In addition to this meeting there will be a meeting of the executive committee of the Missouri Retail Clothiers' Association to which have been invited all clothing merchants of the state who are interested in the work of this organization.

BIRD SLAUGHTER COSTS

A BILLION A YEAR

Destruction of birds, according to a recent statement by Colonel G. O. Shields, president of the League of American Sportsmen, costs the United States a billion dollars a year. "Cotton growers," he said, "lose \$100,000,000 a year by the boll weevil. Why? Because the quails, prairie chickens, meadow larks, and other birds, which were formerly there by millions, have been swept away by thoughtless men and boys."

The chinch bug costs wheat growers another \$100,000,000, he said, and the Hessian fly \$200,000,000.

"It takes more than 24,000 chinch bugs to weigh an ounce, and nearly 50,000 Hessian flies to weigh the same," he continued. "A quail killed by an expert in Ohio had in its crop 1,200 chinch bugs; another killed in a Kansas wheat field had 2,000 Hessian flies."

Colonel Shields added that potato growers pay \$17,000,000 a year for spraying poisons, and remarked that a quail slain in Pennsylvania had twenty-seven potato bugs in its crop. He said that Mrs. Margaret M. Nice, of the faculty of the Massachusetts State University, after long study, estimated that a quail destroys 75,000 bugs and 6,000,000 weed seeds annually.

SOMEBODY'S BOY WILL

BE KILLED—WHOSE?

It is again becoming the habit of young boys to board moving trains and "stealing rides." Some boy will be killed if this practice is continued. An effort should be made to stop this dangerous sport.

Section 54 of Ordinance 297 reads: Any person who shall, except for the purpose of traveling or other legitimate purposes get on any street railway car, passenger or freight train in this city, shall be deemed guilty of a misdemeanor.

KILLED CARRANZA MEN

Washington, April 17.—That the majority of the Mexicans killed at Parral by American soldiers were Carranza men, one of whom was an officer, was shown in the report from General Pershing. The American report shows that Carranza troops not only joined in the attack on the little band, but followed them many miles as they withdrew to avoid a clash.

"WAR ONLY FOR HUMANITY," SAYS PRESIDENT

In Addressing the D. A. R. The Executive Dwelt on His Conception of the Ideals of the Nation

Washington, April 17.—"When America forgets human rights she will have lost her title to her own high traditions," said President Wilson in an address of welcome to the Daughters of the American Revolution this afternoon.

With Continental Hall crowded to the doors and his audience of women tensely silent, the President said:

"America will never fight merely for herself. The only excuse America can ever have for asserting her physical force will be to fight in the interest of humanity."

Through his brief address, the President spoke solemnly of the traditions upon which the government was built. He interpreted the D. A. R. organization "as a spirit of reverence for great traditions—to keep a beautiful sentiment warm and vital in the heart of America."

"Tradition," he said, "is a beautiful thing insofar as we live up to it. If we forget the traditions of our fathers we have become unconscious of the things for which this country was founded."

The President said the birth of this Nation was singular in that no other nation ever was born into the world "for the purpose of serving the rest of the world as much as itself."

PAPER SHORTAGE

There appears to be a paper shortage in this country sufficiently extensive to cause a congressional probe. A resolution has been introduced in the house to that effect. It is claimed that there are 65 per cent of the paper mills of this country not running at this time, due to the fact that they are unable to get supplies for the making of paper from the belligerent nations of Europe. At any rate, the price of paper has begun to soar and indications are that it is going to be so high that there will have to be a general increase in advertising and subscription rates in nearly all the papers in this country. It also will have the effect of reducing the size of a lot of monstrosities in the guise of daily papers. This will not be due so much to the price of paper, but the scarcity, which shortage it is claimed will be the greatest in the history of the country.—Arkansas City Traveler.

THE MISSOURI HIGH SCHOOL

The Times office is in receipt of a complimentary copy of The Missouri High School, a comparatively new publication. It is printed at Columbia and is intended to give the news relating to the high schools of the state.

May E. Dennis is managing editor. H. E. Blaine, of Joplin, is one of the associate editors. Miss Ruby Lane is the reporter from Monett High school.

The magazine has a short story department, the contributors to be pupils in high schools. Following are some statements in regard to it which may interest pupils interested in this class of work:

"1st. Any high school student in Missouri may send in short stories. It is suggested that if several students in the same school wish to write stories these stories be turned over to the local English teacher and from the stories received she select and send to us the two best stories."

"2nd. Stories may contain from 1,000 to 2,500 words. They should be typewritten if possible."

"3rd. Manuscripts may be sent in at any time. All stories received by May 1st will be entered in the contest for May and the two stories selected as the best will be printed in the April number of the magazine. Stories received between May 1st and May 15th will be considered in the second month's contest and the winning stories printed in the May number. Stories received between May 15th and June 1st will be considered in the third month's contest and the winning ones printed in the June number, and the same plan will be followed in the following months."

"4th. A year's subscription to The Missouri High School will be given to each student submitting a story before the 15th of May. After this date, a year's subscription will be given to those students whose stories rank among the five best."

Chas. Maher has sold his residence on Fourth street to Jas. Solomon, who will occupy the same.

BUTTERFIELD

The most contemptible thing in all the world is a fool that tries to be wise.

Stubbornness is no evidence of courage or bravery but it is an evidence of both when a person has the nerve to say, "I did wrong and I'm sorry."

It is possible that the desire of the Board of Equalization to "straighten up" may be so strong that there is danger of leaning over the other way.

A rasp is a very rough instrument but is sometimes used in smoothing things.

The Baptists will dedicate their church house here the third Sunday in May.

When a person is influenced and guided by prejudice instead of a desire to be right, he is a "wobbly" wheel in the machinery of society and is apt to wreck himself and check the machinery by his own "wobbling."

Thos. Ferguson bought a horse at Oakley's sale, formerly owned by J. M. Black, of Cassville.

Cas Jeffries was at Jenkins most of last week helping invoice a stock of goods which his brother Bob had bought.

When a man gets "side-tracked", whether the switch was thrown by himself or others, the sensible thing to do is to "back up" and get on the "main line," else himself, the community and the cause he represents will suffer loss.

Mrs. Wilson died last week at the home of her daughter at St. James. Mr. Wilson is very poorly and was not able to attend the funeral, which was held at St. James, that being their former home.

Rev. Spurling preached a very able discourse at the Baptist church Sunday from the text, "I came to restore that which I took not away," also the sermon Sunday night on "Practical Christianity" was very interesting.

Henry McNally and family and George Bayless and wife of the Antioch neighborhood attended church here, Sunday as did T. B. Yarnall and family, Sunday night.

There was a large attendance at Sunday school Sunday morning, also the L. T. L. meeting in the afternoon.

The W. C. T. U. will hold an institute at the Union church Friday, April 21, and Mrs. M. E. Coppedge of Steelville, will give a lecture at 7:30 p. m., also the L. T. L. will have an egg roast at Thos. Ferguson's, Saturday afternoon, April 22.

Rev. L. A. Smith preached a very able and interesting discourse Friday night, which was well received by a large majority, if not all of the audience, and it was plain to be seen that he had no desire to twist, warp or cover up, but that he was able to look at both sides of a question. It seems so plain that a person of ordinary intelligence could see that a one-sided thing is not properly balanced.

Mr. Ayres is in a serious condition from a stroke of paralysis.

TEACH YOUR CHILDREN

THE POWER OF SAVING

A writer in the May Woman's Home Companion says: "Parents can put into the hands of children simple tables showing the growing power of savings which are kept invested. It isn't hard to demonstrate, for instance, that by saving one dollar a year and keeping it and its accumulated interest at the rate of five per cent invested the saver will have:

\$13.21 in ten years;
\$22.66 in fifteen years;
\$34.72 in twenty years.

"So on, until the total of the saving of a dollar a year and the investment and reinvestment of interest on the savings, will rise, at the end of forty years, to \$126.84—more than three times the amount actually put aside."

ATTEND TRACK MEET

Among those who went to Peirce City, Saturday, to attend the high school track meet were J. N. Brown, Neil Gillette, Harry Burgess, Farris Davis, Lee Adams, George Reynaud, Clyde Combs, Van Feist, Byron Vaughan, Paul Wilson, Vincent Wilson, Bill Cunningham, LeRoy Coward, Kenneth Guinney, Gladys Mills, Hazel Harrison, Kenneth Wright, Fred Dwyer, Lon Perry and others.

Miss Lucy Steadman visited her brother at Wyandotte, Ok., Sunday.

SOUTH MONETT NEWS

Mrs. Sadie Noss, of Ft. Madison, Iowa, who was called here by the illness of her sister, Mrs. Clyde E. Miller, came Tuesday evening.

The funeral services for Mrs. Clyde E. Miller was held at the home Thursday morning conducted by Rev. Jas. F. King of the M. E. Church. Interment was made in the Calton cemetery.

Mrs. T. D. Pitts and Miss Effie Pitts have returned home from Exeter. T. J. Roark visited his father on Flat creek, last week.

Joe Anderson is reported to be improving.

Andy Anderson of Seneca, visited relatives here, Saturday.

Mrs. Arch Thomas is some better today.

Mr. and Mrs. Jas. Mitchell and children, and Miss Clara Vaughan visited near Ritchey, Sunday.

Grandpa Pilkerton is quite sick.

Mrs. Flora Cress is on the sick list.

ALL MEXICANS NOT ILLITERATE

Twenty Per Cent Can Read and Write, Consul Garcia Says

El Paso, Tex., April 15.—Twenty per cent of the people of Mexico can read and write, according to Andres Garcia, Mexican consul to El Paso and one of the leading supporters of Carranza. The chief objections urged against the success of any Mexican republic that may be representative has been that the people of Mexico have not sufficient education to make a republic a success.

"I frequently see figures stating that only 2 per cent of the people of Mexico are literate," said Garcia. "This is an error. The per cent is at least 20. General Carranza himself is a man of the highest culture and is an ardent advocate of education. In one state alone nine hundred new schools have been opened since he came into power. As soon as the elements now disturbing the republic can be quieted, there is every indication that Mexico will make rapid strides in education and all that this means to our nation."

HIGH SCHOOL NOTES

In the track meet held last Saturday at Peirce City among the teams of Peirce City, Mt. Vernon and Monett high schools our team took nine of the one hundred points while Peirce City took sixteen and Mt. Vernon, seventy-five. Our best scores were won by Phil Bounous, who came out first in pole vaulting and second in broad jump. In two other events we secured third place. The only trouble with our boys is their failure to practice. Mt. Vernon, which has annually many stars added to her crown, practices the entire year.

While we may fail in track meets, we are informed that students from this school always share the honors in literary events and we expect to do this at the oratorical contest to be held in Springfield on the night of the 27th. This is an annual affair preceding the Southwest District Teachers' Association. This school is to be represented by Phil Bounous. A gold medal is the reward and we expect to see it won by our representative.

We were fortunate last Friday morning in having good things for assembly. Clarence and Morgan Carson rendered instrumental music, Phil Bounous sang a solo, and Miss Orene Wagner also gave two beautiful vocal selections. Rev. J. F. King followed with a talk on the thought based on the superstition that there is gold to be secured at the end of the rainbow. This represented a reward which like the pot of gold is at the end. It represented to him the thing to be attained, the success which is the resultant of a finished task. Mr. King referred us to the fact that a certain veteran once said he had fought a good fight, he had finished the course and consequently he expected a reward.

Visitors last Friday besides those on the program were George Feist, president of the board of education, Misses Hope Walker, Vera Boynton, Agnes Hubbard and Clara Berdworth. We expect to have some good numbers again next Friday morning, among them musical numbers, and a talk by Attorney F. P. Sizer.

Mr. Mooney and Mr. Newcomb, of St. Louis, were the guests of Mr. and Mrs. B. A. Attaway, Sunday.

Mr. and Mrs. Claud Crumrine of Purdy, spent Sunday in Monett.

Calvin Moore, of near Peirce City, spent Sunday in Monett.

Mrs. J. M. Clayton, who has been ill, is improving.

Mrs. Nora Anderson, of Lebanon, is visiting her brother, Drew Taylor. Miss Jewell Moody, of Peirce City, visited here, Sunday.

Ralph Mundell, of Springfield, visited Ed Salzer and family, Sunday.

G. M. Woods visited old friends at Sarcoxie, Sunday.

Mr. McNeil, of Kansas City, is visiting Miss Fern Kingery.

Roy Rammage, of Springfield, visited Sunday with friends in Monett.

W. S. Carlin, of Purdy, was in town, Monday.

Mr. and Mrs. John Callan visited at Peirce City, Sunday.

Miss Gwendolin Thornhill, of Purdy, is visiting Mrs. Arthur Burrows.

Mrs. William Fritz and daughter Alma, of Freistatt, were shopping here, Tuesday.

Mrs. L. C. Musser and son Maurice have returned from a visit in St. Louis.

Miss Margaret Hessee, of Cassville, visited Mr. and Mrs. W. G. Hobbs, Sunday.

Miss Emma R. Knell, of the Knell Undertaking Company, of Carthage, was in town between trains, Monday.

Houston Temple and Roy Watson visited in Peirce City, Monday afternoon.

Houston Temple returned home from Oklahoma City, Sunday night. After a two-weeks visit here he will go to Brunswick.

Mrs. G. M. Woods is visiting her daughter, Mrs. O. H. Lane, at Joplin.

Mrs. Keller, of Vinita, Ok., is the guest of her son, Orin Keller and wife this week.

Miss Essa King returned Saturday night from a visit with relatives and friends at Miami, Ok.

Mrs. Frank Buckley has returned from Springfield, where she visited her husband at the Frisco hospital.

Mrs. Roy Brown returned home, Saturday night, from Morrisville, where she visited her parents.

Mr. and Mrs. R. C. Farrow will leave in a few days for a visit with Mr. Farrow's relatives at Henderson, Tenn.

M. Cunningham, a Frisco employee at this place, has been transferred to Oklahoma City. The change is a promotion.

George and Charles Rauch and sister, Miss Katie went to Billings, Sunday, to attend the funeral of their grandfather.

The infant child of Mr. and Mrs. Arch Thomas was buried at Kings Prairie cemetery, Monday. The child was born Sunday.

Roy Nunn and Mr. Woolridge, who have been working in the parcel post terminal at this place, returned to St. Louis, Sunday night.

Mr. and Mrs. Arthur Erwin and baby, of Cassville, motored to Monett, Saturday. Mr. Erwin went to Neosho, Sunday morning on business.

The Weekly Times and the Weekly Kansas City Star, both one year for only \$1.00 cash in advance. If you want the Star be sure and ask for it when you subscribe.

BIRTHDAY THEATER PARTY

Lewis Lee celebrated his twelfth birthday, Thursday, by giving a theater party to a few of his friends. They were treated to pop corn, peanuts, candy and chewing gum at the Fourth street pop corn wagon and then went to the Gem Theater and spent a pleasant evening. Lewis received a number of nice presents.

The guests were Dan Taylor, Everett Prevo, Junior Schelin, Kenneth Ogden, John Reed, Delbert and Howard Tice, Clovis McCracken, Carl McNally and Efton Hagler.

PANAMA CANAL REOPENED

Sixteen Ships Made Trip Through Channel Yesterday

Panama, April 15.—The Panama Canal was reopened to traffic this afternoon with the passage of sixteen ships, seven northbound and nine southbound, including the United States army transport Buford. The channel through the cut was in excellent condition and the passage of the vessels was without incident.

The first vessel to use the reopened waterway was the British steamer St. Veronica.

WOULD LIMIT EXPEDITION TO 1,000 TROOPS

Subsecretary of Foreign Relations Says Presence of Soldiers is Exciting People

Mexico City, April 14.—The Mexican government will insist with inflexible determination that any armed expedition of the United States which enters Mexican territory in the guise of a punitive expedition must be limited to 1,000 men of one service alone, cavalry, according to a statement made to the Associated Press by Juan Neftali Amador, subsecretary of foreign relations.

During the absence of General Candido Aguilar, minister of foreign relations in Queretaro, Substitute Secretary Amador is in charge of the foreign office and is conducting its course in international affairs.

"The Mexican government has contended in all of its notes to the Washington state department," said the subsecretary, "that the sending of heavy artillery and slow-marching infantry on a punitive expedition was useless, and this has been demonstrated for they have accomplished absolutely nothing. Mexico will, and has in all of its communications to Washington, insisted that all punitive expeditions must be limited to certain restricted areas. The request of the United States that the present expedition be considered exceptional cannot be agreed to by the Mexican government for the very good reason that each day of its presence so far inland does but excite our people. This is being taken advantage of by enemies of the constitutional government, who are endeavoring to state incidents that will cause grave international complications."

PARENT-TEACHER ASSOCIATION

One of the best meetings of this club year was held by the Parent-Teacher Association at the Central school building, Friday afternoon.

The papers were unusually well prepared and read.

Delegates elected to attend the state meeting to be held at Columbia April 26 and 27 were Mrs. Frank Buckley, Mrs. H. I. Bradford, Mrs. H. H. Westbay, Mrs. F. M. Baity and Mrs. M. J. Hale.

A committee on the censorship of picture shows was appointed as follows: Mrs. Laura Leckie, Mrs. J. J. Davis, Mrs. George J. C. Wilhelm, Mrs. F. M. Baity and Mrs. M. J. Hale.

One new member was received into the Association.

INCREASED PRICES NECESSARY

Our readers will note the color of the paper that we have been using for the past few weeks. The reason for the muddy yellow appearance is, the manufacturers claim, because of the impossibility to secure a sufficient amount of bleaching chemicals to use in their paper manufacture. They also claim that it is impossible for them to secure sufficient wood pulp and paper making materials to supply the demand and hence the shortage and high price of the finished product.

There has been an unprecedented raise in the price of all kinds of newspaper and job supplies during the past three months, averaging from 50 to 100 per cent, and jobbers predict that prices will still advance.

It has become necessary for newspaper men and job printers to make sharp advance in prices to meet the heavy additional expense.

CHILD INJURED

Freddie Hines, a pupil in the primary room of the Central school building, had his hand badly mashed Monday morning. The children were playing around the pop corn wagon as it was being moved. He was pushed against the wagon and caught his hand in the brake. One finger was cut very badly at the first joint and his hand was badly bruised and cut.

Dr. L. H. Ferguson has purchased Chas. Maher's lots on north Frisco avenue and will erect thereon a fine 8-room residence in the near future.

Mrs. K. P. Hedgepeth will leave in a short time for Freemont, Mo., where her husband has been for some time.